

**DATE:** October 26, 2009

**TO:** All Local Health Departments  
Attn: Chief Food Inspection Officer

**FROM:** <sup>ASB</sup> A. Scott Gilliam, MBA, CP-FS  
Manager, Food Protection Program

**SUBJECT:** Mars Snackfood US Recall

**SUGGESTED ACTION:** Unclassified Recall; ALLERGY ALERT ON UNDECLARED PEANUTS In Dove Caramel Pecan Perfection Ice Cream; Recommend notification of affected stores via phone, fax or e-mail.

From the information provided by FDA, the product being recalled was distributed in the State of Indiana. This voluntary recall is limited to this specific lot number (931AB5YN07) and was distributed only in the United States. Detail information is not available at this time. In addition, if any recalled product is found, please notify this office at 317-233-7360.

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### **Recall -- Firm Press Release**

FDA posts press releases and other notices of recalls and market withdrawals from the firms involved as a service to consumers, the media, and other interested parties. FDA does not endorse either the product or the company.

### **Mars Snackfood US ISSUES ALLERGY ALERT ON UNDECLARED PEANUTS In Dove Caramel Pecan Perfection Ice Cream**

**Company Contact:**  
Jessica Graves  
908-619-0782

**FOR IMMEDIATE RELEASE** – October 26, 2009 – Today, Mars Snackfood US announced a voluntary recall of its Dove Caramel Pecan Perfection ice cream with the lot number **931AB5YN07** because it may contain undeclared peanuts. People who have an allergy or severe sensitivity to peanuts run the risk of serious or life-threatening allergic reaction if they consume these products. No related illnesses have been reported to date. For consumers who do not suffer from a peanut allergy or sensitivity, this product is safe to eat. The lot number is found on the bottom of the containers.

This voluntary recall is limited to this specific lot number (**931AB5YN07**) and was distributed only in the United States, and specifically to the following states: AL, CO, FL, GA, IA, IL, IN, KS, KY, LA, MI, MN, NC, OH, OR, TX, UT, WA and WI.

Dove Caramel Pecan Perfection is sold in a brown and gold 15.10 fl. oz. pint container and pictures a ribbon of caramel, pecans and a square of Dove® Brand Chocolate on the front.

The voluntary recall was initiated after Dove Caramel Pecan Perfection containing peanuts in lot number **931AB5YN07** was discovered. Mars Snackfood US was able to quickly confirm that only this lot is affected and, out of an abundance of caution, issued a voluntary recall for potentially affected containers of the ice cream.

Mars Snackfood US will work with retail customers to ensure that the recalled products are not on store shelves. In the event that consumers believe they have purchased products affected by this voluntary recall, they should return the product to the store where they purchased it for a full refund. Consumers with questions may call our toll-free number: 800-551-0895 between 8:30 AM and 5:00 PM Monday – Friday.

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Photos: Product Labels